

CLAIM LIST

1. (previously amended) A system for conducting product configuration research at computer systems over a network for a product having multiple features and for each feature a plurality of possibly subfeatures, said system comprising:

at least one first computer system connected to said network;

at least one second computer system capable of connecting to said first computer system through said network;

 said first computer system sending an executable program via said network to said second computer system;

 said program being executed by said second computer system and comprising:

 means for enabling a respondent at the second computer system to configure the product by selecting at least one subfeature for each of the features of the product, and allowing the selected subfeatures to be changed by the respondent until the product is configured with final ones of the selected subfeatures, in which each of the possible subfeatures of the features of the product has a price value;

 means for determining a total price value of the product in accordance with the price value of the selected subfeature for each of the features of the product as the respondent selects or changes the selection of the subfeatures for each of the features of the product, and displaying said total price value;

 means for determining the time for the respondent to configure the product with the final ones of said selected subfeature for each of the features of the product; and

 means for sending configuration information to the first computer system when the respondent has configured the product having at least the final selected subfeatures for the features of the product, all selected subfeatures for the features of the product until the final ones of the selected subfeatures, and said determined time, wherein said configuration information sent is unassociated with any real purchase of said product; and

 said first computer system having means for storing said configuration information received from said second computer system.

2. (original) The system according to Claim 1 wherein said first computer system sends a survey having questions to said second computer system associated with said sent executable

program, and said first computer system further comprises means for enabling the respondent to answer said questions and to send answers to said questions to said first computer system over the network.

3. (original) The system according to Claim 1 wherein certain of the subfeatures when selected for the features of the product represent a conflict with said selected subfeatures for other features of the product, and said program further comprises means for informing the respondent of said second computer system when said selected subfeature represent said conflict, and means for resetting the respondent selection of the subfeature causing the conflict to avoid the conflict.

4. (original) The system according to Claim 1 wherein each of the possible subfeatures for each of the features represent an attribute or level of the feature.

5. (original) The system according to Claim 1 wherein said first computer system is a network server.

6. (original) The system according to Claim 1 wherein said network is a public network.

7. (original) The system according to Claim 1 wherein said network is the Internet.

8. (previously amended) A method for enabling product configuration research by a respondent at a computer system over a network, said method comprising the steps of:

- a) displaying the features of a product;
- b) selecting one of said displayed features;
- c) displaying possible subfeatures for said selected feature;
- d) selecting one of said displayed subfeatures for said selected feature, in which each said subfeature associated with the feature has a price value;
- e) determining a total price based on the price value of said selected subfeature and other selected subfeatures of the product;
- f) displaying said total price value;

g) repeating steps (b), (c), (d), (e) and (f) for different selected displayed features until the selected subfeatures for each of the features provide a total price value acceptable to the respondent;

h) determining the elapse time until the selected subfeatures for each of the features provide a total price value acceptable to the respondent; and

i) sending configuration information to another computer system over the network representing at least said selected subfeatures for the features of the product, total price value, and the elapse time, wherein said configuration information sent is unassociated with any real purchase of said product.

9. (original) The method according to Claim 8 further comprising the step of maintaining a list of each of the selected subfeatures and the associated selected feature after each of the selected subfeatures are selected until the selected subfeatures for each of the features provide a total price value acceptable to the respondent, wherein said configuration information further comprises said list.

10. (original) The method according to Claim 8 further comprising the step of storing said configuration information at said another computer system.

11. (original) The method according to Claim 8 further comprising the steps of:
answering questions of a survey in which one or more of said questions relate to said product; and

sending the answers to said questions to said another computer system.

12. (original) The method according to Claim 8 further comprising the steps of:
determining when one of the subfeatures selected for features of the product represent a conflict with said selected subfeatures for other features of the product;
providing a message informing the respondent when said selected subfeature represent said conflict; and
resetting the selection of the subfeature causing the conflict to avoid the conflict.

13. (previously amended) Software for enabling product configuration research executable at a computer system comprising:

means for selecting features from a group of possible features for a product;

means for selecting for one or more of said features, at least one subfeature from a group of possible subfeatures for the selected feature, in which each subfeature associated with the feature has a price value and said combination of at least said selected subfeatures for said features provides a total price value;

means for displaying said total price value;

means for updating said displayed total price value as selected subfeatures change;

means for indicating that selecting subfeatures of the product is complete; and

means for determining the elapse time between start of said selecting features step and said indicating complete step, wherein said software is operative for conducting market research unassociated with any real purchase of said configured product.

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14. (original) The computer program according to Claim 13 further comprising:

means for sending configuration information representing at least said selected subfeatures for the features, total price value, and elapse time to another computer system over a network; and

means for storing said configuration information at said another computer system.

15. (original) The computer program according to Claim 13 further comprising:

means for maintaining a list of at least each selected subfeature and associated selected feature changed, and said configuration information further comprises said list.

16. (cancelled)

17. (original) A system for enabling a respondent to configure a product over a network comprising a computer system enabling the respondent to configure a product by selecting features and subfeatures for the features of the product, recording changes in each of the selected features and subfeatures until the product is configured, and sending over the network to another computer system configuration information representative of at least the selected features and

subfeatures of the product, and said recorded changes in selected features and subfeatures of the product.

18. (original) The system according to Claim 17 wherein each said subfeature for each of the features has a price value, and said computer system determines a total price value representing a combination of the price values of each selected subfeature, and displays the total price value as subfeatures are selected or the selection of subfeatures are changed.

19. (original) The system according to Claim 17 wherein said computer system has a timer for measuring the time for the respondent to configure the product, and said configuration information further comprises said determined time.

20. (previously presented) A network addressable site enabling product configuration market research comprising means for sending software via a network to one or more computer systems which is executable by said computer systems for enabling each user of said computer systems to configure a product by selecting the features of said product while displaying a total price value of the product in accordance with price value of said selected features and updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site, and sending information via said network back to said network addressable site having data representing at least said selected features when the user has completed the configuration of the product.

21. (previously presented) The network addressable site according to Claim 20 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

22. (previously presented) The network addressable site according to Claim 20 wherein said software measures the elapse time for each user to configure the product, and said information further comprises data representing said elapse time.

23. (previously presented) The network addressable site according to Claim 20 wherein said information further comprises data representing said selected features and any changes in the selection of said features until said product configuration is completed.

24. (previously presented) The network addressable site according to Claim 20 wherein said information is used solely for market research.

25. (currently amended) A method for enabling product configuration market research comprising the steps of:

sending software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a product;

displaying a total price value of the product at each of said computer systems in accordance with price values of said selected features;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site; and

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product; and

utilizing said information solely for market research.

26. (previously presented) The method according to Claim 25 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

27. (previously presented) The method according to Claim 25 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

28. (currently amended) The method according to Claim 25 wherein said information further comprises data representing said selected features and any changes in the selection of said

features by the user of each of said computer systems until said product configuration is completed.

29. (currently amended) The method according to Claim 25 wherein said information is ~~used solely for market research unassociated with any real purchase of the product.~~

30. (previously presented) A network addressable site enabling product configuration market research comprising means for sending software via a network to one or more computer systems which is executable by said computer systems for enabling each user of said computer systems to configure a product having a plurality of selectable features, and sending information via said network back to said network addressable site having data representing at least said selected features when the user has completed the configuration of the product, wherein said information is used solely for market research.

 31. (previously presented) The network addressable site according to Claim 30 wherein said software measures elapse time for the user to configure the product, and said information further comprises data representing said elapse time.

32. (previously presented) A system for conducting product configuration market research comprising:

means for sending software from a first computer system, via a network, to one or more second computer systems which is executable by said second computer systems for enabling each user of said second computer systems to configure a product having a plurality of selectable features; and

means for sending information from each of said second computer systems via said network back to said first computer system having data representing at least said selected features when the user of each of said second computer systems has completed the configuration of the product, wherein said information is used solely for market research.

33. (previously presented) The system according to Claim 32 further comprising means for measuring elapse time for the user of each of said second computer systems to configure the product, and information further comprises data representing said elapse time.

34. (previously presented) A network addressable site enabling product configuration market research comprising means for enabling a user of at least one computer system, representing a client computer system to said network addressable site, to configure a product by selecting the features of said product, and means for displaying a total price value to said user in accordance with selected ones of said features, in which said total price value displayed is capable of being updated as each of said features are selected or said selection of said features is changed.

35. (previously presented) The network site according to Claim 34 further comprising means for sending information via said network to said network addressable site having data representing at least said selected features when the user has completed the configuration of the product.

36. (previously presented) The network site according to Claim 35 wherein one or more of said features has subfeatures capable of being selected by said user, and said total price value of the product is further in accordance with said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

37. (previously presented) A method for enabling product configuration market research comprising the steps of:

 sending from a first computer system via a network to at least one second computer system a program enabling a user of said second computer system to configure a product by selecting the features of said product; and

 displaying a total price value in accordance with user selected ones of said features in which said total price value displayed is capable of being updated as each of said features are selected or said selection of said features is changed by said user.

38. (previously presented) The method according to Claim 37 further comprising the step of sending information via said network to said first computer system having data representing at least said selected features when the user has completed the configuration of the product.

39. (previously presented) The method according to Claim 38 wherein one or more of said features has subfeatures capable of being selected by said user, and said total price value of the product is further in accordance with said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

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